

# OLSON RUGS

America's Finest REVERSIBLE Broadloom  
FACTORY-TO-YOU SAVINGS



*Dinah*

*Shore says:*

"You're so smart to  
choose OLSON RUGS  
for Beauty...Quality  
...and Economy."



# Take it from Dinah Shore... Here Are ONLY OLSON CAN GIVE YOU

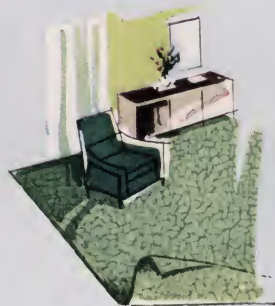


*Dinah Shore*

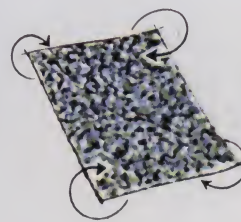
world-famous singing star

One of the loveliest and most charming ladies in the entertainment world is also a homemaker and hostess of renown. Miss Shore welcomes you to a new and thrilling experience in home decorating. You will be delighted with the many decorating ideas she recommends in this Catalog, and will find them easily adaptable to your home.

Watch Dinah Shore on television



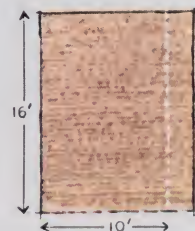
**1. YOU GET 2-RUGS-IN-1** with the exclusive OLSON weaving process. Both sides of an OLSON Reversible Broadloom Rug are woven at the same time—with exactly the same color, texture and deep pile. You pay nothing extra for the second side—it's like getting a second rug free!



**2. TURN OLSON RUGS 4 WAYS** to distribute the wear evenly, because you get two wearing surfaces! One-sided rugs can be turned around only once. Why settle for an ordinary one-sided rug when you can get so much more value—from an OLSON Reversible?



**6. ONLY OLSON LOOMS IN 15 WIDTHS**—seamless, in any length. No seams to wear out, or mar the beauty of your floors. Broadloom is "any carpeting woven on a wide loom," but only OLSON offers you true SEAMLESS REVERSIBLE Broadloom in 15 widths. It adds up to big savings!



**7. NO WASTED YARDAGE** to pay for—another saving! Others charge for yardage you can't use because they must cut down from standard 9, 12 and 15-ft. widths. For instance, you pay for 12-ft. width if you need only 10-ft. width. The exclusive OLSON range of 15 widths is available nowhere else.

**OLSON IS THE WORLD'S LARGEST AND OLDEST  
RUG AND CARPET WEAVERS DEALING DIRECT  
WITH AMERICAN HOMES**



Copyright 1963  
Olson Rug Co.  
Vol. 170 (63-1A)



# 10 Exclusive Reasons Why TWICE THE RUG VALUE FOR YOUR MONEY



**3. YOU DEAL DIRECT** with our Factory—the most economical method of buying rugs ever devised! For nearly a century, OLSON has been dealing *direct* with American homes—thus eliminating the expenses and profits of all middlemen. And, we pass the sizeable savings on to you!



**4. SENDING US MATERIALS** helps you save a large part of the cost. We scientifically reclaim, merge and blend customers' valuable wools with Choice New Wool, heavy Nylon and lustrous Acetate carpet yarns to make luxurious new *Reversible Broadloom Rugs*, Carpeting that "wear like iron."



**5. 33% TO 50% MORE CARPET FIBERS** in OLSON Rugs than in most one-sided rugs anywhere near our low price. The dense weave and extra carpet fibers give you years of extra wear. And you'll find your OLSON Reversible *twice as soft* underfoot. Guaranteed permanently mothproofed.



**8. RUGGED 4-PLY WARP.** Compare it with the 3-ply warp used in so many rugs. The special OLSON weave hides soil and footmarks. Best grade dyes assure excellent color-fastness, sun-resistance. Compare OLSON quality with far more expensive carpeting.



**9. NEARLY A CENTURY** of experience. The OLSON name represents the finest quality in floor coverings since 1874. There is a proud father to son tradition of excellence of craftsmanship that dominates our organization of rug and carpet specialists. Controlled high quality is our watchword.



**10. YOU SHOP AT HOME** at your convenience. The finished rugs are even lovelier than the finest color printing can portray. You risk nothing because you are protected by the OLSON and Good Housekeeping money-back guarantees; and other famous endorsements.



Walter E. Olson

## OLSON RUG CO.

## GUARANTEE

**COMPLETE SATISFACTION GUARANTEED.** Use the new rugs on your own floors—walk on them—examine them carefully—get the opinion of your friends. If you do not think your new and finer OLSON Rugs and Carpets are the biggest rug value you ever received for your money, you may return them at our expense at the end of two weeks—and we will refund any money you have paid. You cannot lose a penny.

**OLSON RUG COMPANY**  
Founded in 1874

### Visit OLSON Park

when you come to Chicago. The Olson Waterfalls and rock gardens are one of Chicago's most scenic beauty spots.





DINAH SHORE says,  
*"It's a Pleasure  
 to Introduce  
 You to OLSON  
 REVERSIBLE  
 RUGS and  
 CARPETING and  
 this Marvelous  
 Way to Shop  
 and Save..."*

**"Just as more than 4 million  
 homemakers have already discovered,  
 I know that . . . . ."**

**"You'll Love REVERSIBLE RUGS**

Imagine . . . double-duty fine broadloom rugs with 2 lives! After years of use, instead of *buying* another rug —you simply turn your OLSON rug over, and you have a fresh, luxurious new-looking rug!

**"You'll Love FACTORY-TO-YOU SAVINGS**

Everybody loves a bargain . . . and giving direct-factory bargains to folks has made OLSON the most famous quality rug manufacturer for nearly a century. So it makes good sense to save money by buying your rugs direct from the OLSON factory. The savings are as irresistible as the beauty of OLSON rugs!

**"You'll Love OLSON QUALITY**

The more you like quality, the more you'll love OLSON. If you could only see the thousands of "love letters" received constantly from happy OLSON customers! Most of them tell of the better-than-expected quality, the thrilling beauty. Customers who are ordering for a second and third time, write to tell us of the exceptionally long wear they enjoyed. Yes, indeed, OLSON customers are their best advertisements!

**"You'll Love SHOP-AT-HOME CONVENIENCE**

It's so convenient to shop from the Factory! You take all the time you need for this important purchase. Right in your own home, you select the color and design you'll enjoy for years. And, it's so easy to order from OLSON! This Catalog tells you how."

**"SO—PUT YOUR BEST FOOT 'FLOORWARD'  
 with an OLSON REVERSIBLE RUG!"**

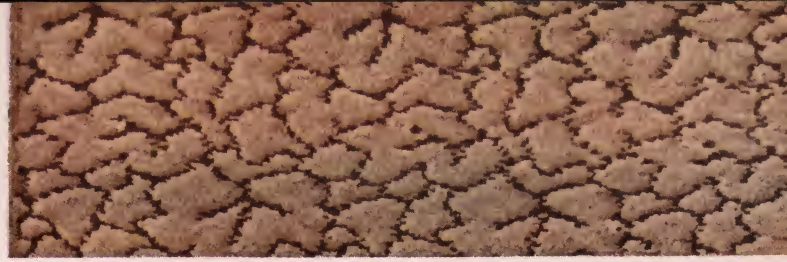
## OLSON Elegant REVERSIBLE



No. 23/5436  
 Page 10

Other SOLID effects  
 Pages 8, 9 and 10





# RUGS and CARPETING Give You 2-in-1 Luxury



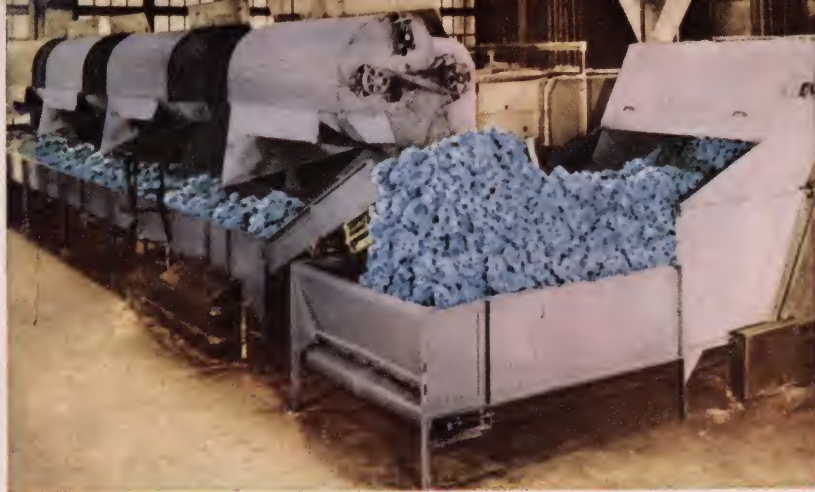
No. 45/4772  
Page 13

Other **TWEEDS**  
Pages 12 to 18

No. 67/5351  
Page 21

Other **PATTERNED RUGS**  
Pages 20 to 24





A battery of modern, scientific blending machines—where materials are automatically and carefully prepared for carding—after having been chemically scoured and bleached, and thoroughly sterilized.



Walter E. Olson receives Chicago's Industrial "Good Neighbor" Citation from T. H. Coulter, Chicago Association of Commerce, as the Mayor of Chicago, Richard J. Daley looks on in approval.

## HOW "OLSON MAGIC" MAKES AMERICA'S FINEST REVERSIBLE RUGS AND CARPETS

**Come along** on an armchair trip through our world—the famous OLSON RUG mills. Our visitors number in the hundreds of thousands, including decorating editors, homemaking experts, writers, textile engineers, clubwomen, teachers, students and industry leaders from all over the world. Extending over 22 acres, this big factory is a testimonial to American demand for the quality and value OLSON has been delivering since 1874.

**This huge plant** provides the tools needed by our hundreds of skilled craftsmen—expert weavers, dyers, chemists, designers, engineers, and specialists—to put four generations of experience into producing the work of art which we consider each OLSON rug to be. Pride of workmanship and the artistic skills of our craftsmen are as important to our finished product as is our careful choice of materials and quality control throughout.

**You would be fascinated** by the famous OLSON PROCESS by which we sort, merge and reclaim the good,

A small section of the Spinning Division, showing a few of the immense machines. Special equipment spins and twists the sturdy, rugged yarns for the famous-for-wear Olson Reversible rugs and carpeting—chosen by over 4,000,000 customers for beauty, durability and economy.

seasoned fibers in customers' carpets, rugs, clothing, blankets, etc. In fact, you would say it is sheer "OLSON MAGIC!"

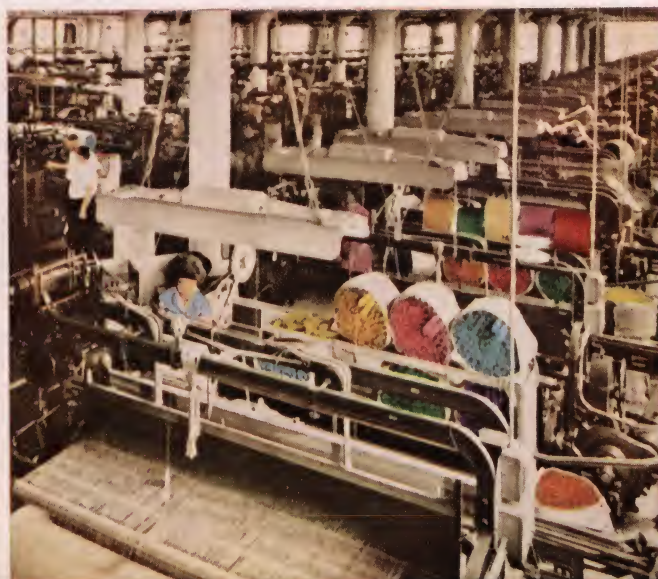
Only carefully selected wools are treated and broken down to their basic fiber state. Then we thoroughly scour, shred, bleach, card and comb all the valuable reclaimed wool until it is completely sterilized and sanitary. It is further steamed and scientifically treated to give it fresh new luster and resilience. After being merged with our choice NEW WOOLS and other sturdy NEW CARPET YARNS, it is expertly dyed with the finest dyes and then tightly spun and wound into skeins. The final step is the skilled weaving into luxurious, seamless REVERSIBLE BROADLOOM.



Fluffy, rugged, resilient wool that has been reclaimed from old materials

**The exclusive "OLSON MAGIC" process** weaves both sides at the same time—to give you 2 Rugs in

A few of the great looms that weave the beautiful, double-deep pile Olson Reversible Rugs shown in this Catalog. Many of today's modern methods of rug-making were developed in the Olson mills—a model of up-to-date efficiency.







Another section of our Spinning Division that prepares the high quality carpet yarns that have made Olson rugs and carpeting so famous for long wear for nearly a century. Constant vigilance brings you only the best.



Skilled chemists mix and test the high grade dyes for Olson rugs. The dyes are permanently "set" by the great dryers shown above.



## We Blend Choice New Wool and Other Sturdy Carpet Yarns with the Valuable Fibers in Customers' Materials

One . . . it also *permanently mothproofs* all OLSON Rugs.

Because all reclaimed materials must be scientifically treated and graded by quality and color, and changed into its basic fiber state, you can readily see why we do not use the specific materials sent by individual customers in the rugs they purchase.

The OLSON RUG COMPANY is proud to list the fiber content of the special blend of carpet yarns in our rugs, in accordance with U. S. Textile Labeling Act specifications.

The PILE on both sides is loom woven of:

- 65% NEW CARPET WOOLS
- 15% NEW CARPET NYLON
- 10% NEW CARPET ACETATE
- 10% OTHER CARPET FIBERS

Other fibers reclaimed from customers' materials are used in the sturdy inner (center) construction.

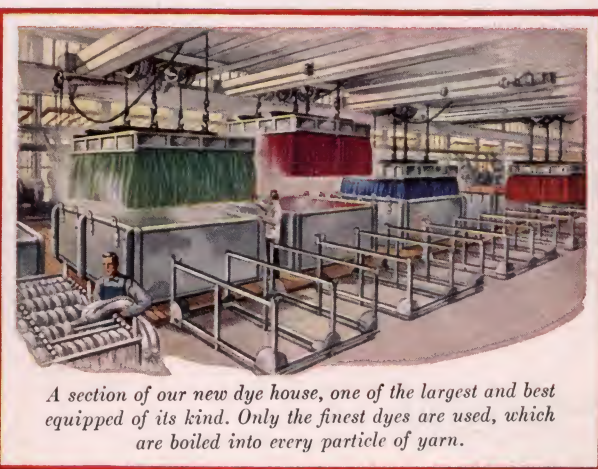
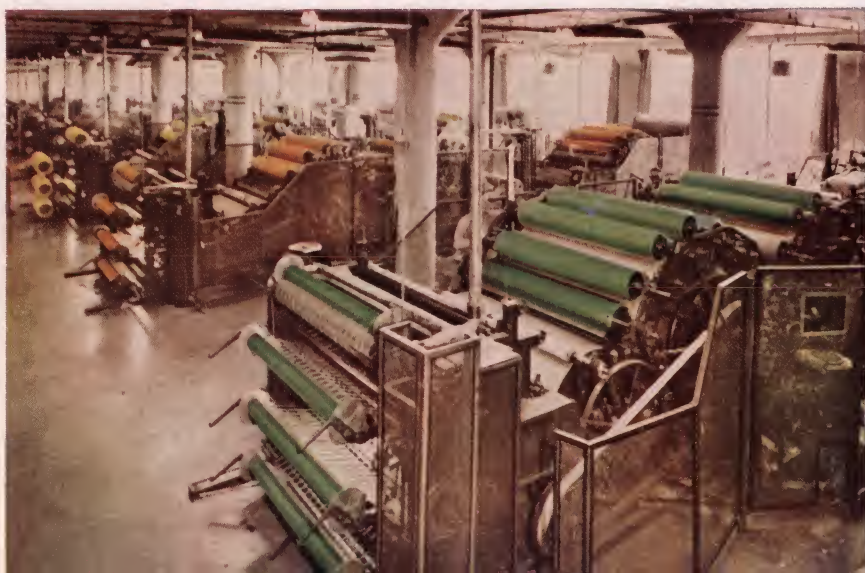
Nature's own time-tested insulating protection—new woolen fibers—comprise 65% of the soft, resilient, long-wearing pile on both sides. This is fortified with heavy new Carpet Nylon for extra wearability, and sturdy, lustrous New Carpet Acetate for lasting sheen and brilliance of color.

### OLSON RUGS ARE BETTER THAN EVER

For nearly a century our reputation for "America's Best Loved Rugs and Carpets" has been maintained by strict adherence to quality and value standards that are backed up by our written guarantee. The average buyer can't take a rug apart to see that we use only extra strength 4-ply warp compared with many other rugs that use only 3-ply. But all that goes into making each OLSON Rug is appreciated by our customers. Many of them who have used our rugs for as long as 20 and 30 years tell us OLSON Rugs "wear like iron." Today they are better than ever—the finest we ever produced.

A battery of great combing machines where materials are carded and combed into long, fluffy strands—after being reclaimed by sorting, grading, sterilizing and bleaching. Here materials are prepared for blending with New Wools and other choice carpet yarns.

We hope this "armchair trip" of the huge OLSON RUG COMPANY plant gives you a good idea of the quality craftsmanship—and constant quality control—that makes Olson Reversibles "America's Best-Loved Rugs."



A section of our new dye house, one of the largest and best equipped of its kind. Only the finest dyes are used, which are boiled into every particle of yarn.





satisfy your fondest dreams of

## BEAUTIFUL CARPETING

with solid-effect colors  
at factory-to-you savings

**DOUBLE-DEEP PILE  
WOVEN REVERSIBLE**

**No. 23/4212. RICH GREEN** goes with everything . . . enriches every room. This green is particularly flattering to other colors, and brings out the richness of woods . . . is a wonderful background for your favorite accent color. This foot-pampering, luxuriously deep carpeting combines two closely related shades of green that add life, texture, beauty and service. Lovely for room-size rugs or wall-to-wall carpeting.



**No. 23/2613. WOOD ROSE** brings garden freshness into your home in a high-fashion, luxuriously deep Broadloom. Its lovely pastel blend of two closely related shades is an inviting background for traditional or contemporary furnishings.

It's as practical as it is lovely, because this OLSON Broadloom is woven seamless and reversible . . . and its costly-looking twist weave textured effect actually hides footprints, like all OLSON Reversibles.

**No. 23/1125. MIST BLUE**—one of the prettiest ever blended of two closely related shades to give a solid color effect. Use this Blue to cool a sunny room—to create a restful atmosphere for relaxation—to enhance lovely furnishings, charm the eye—and gather compliments.

Woven *seamless* and *reversible* by OLSON with interesting texture and long life built into it—here is rich beauty that will wear for years—at big OLSON savings.

**For SIZES and PRICES,  
See Page 29, Column 1**



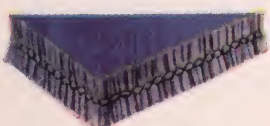
*Dinah Shore says:*

### "REFURNISH" WITH A NEW RUG

This inviting bed-sitting room was created from furniture on hand, to which was added our Rich Green rug. Storage headboards are home-made, as well as the harmonizing draperies. And presto! a lovely contemporary look.



THE MORE YOU KNOW ABOUT QUALITY IN RUGS—

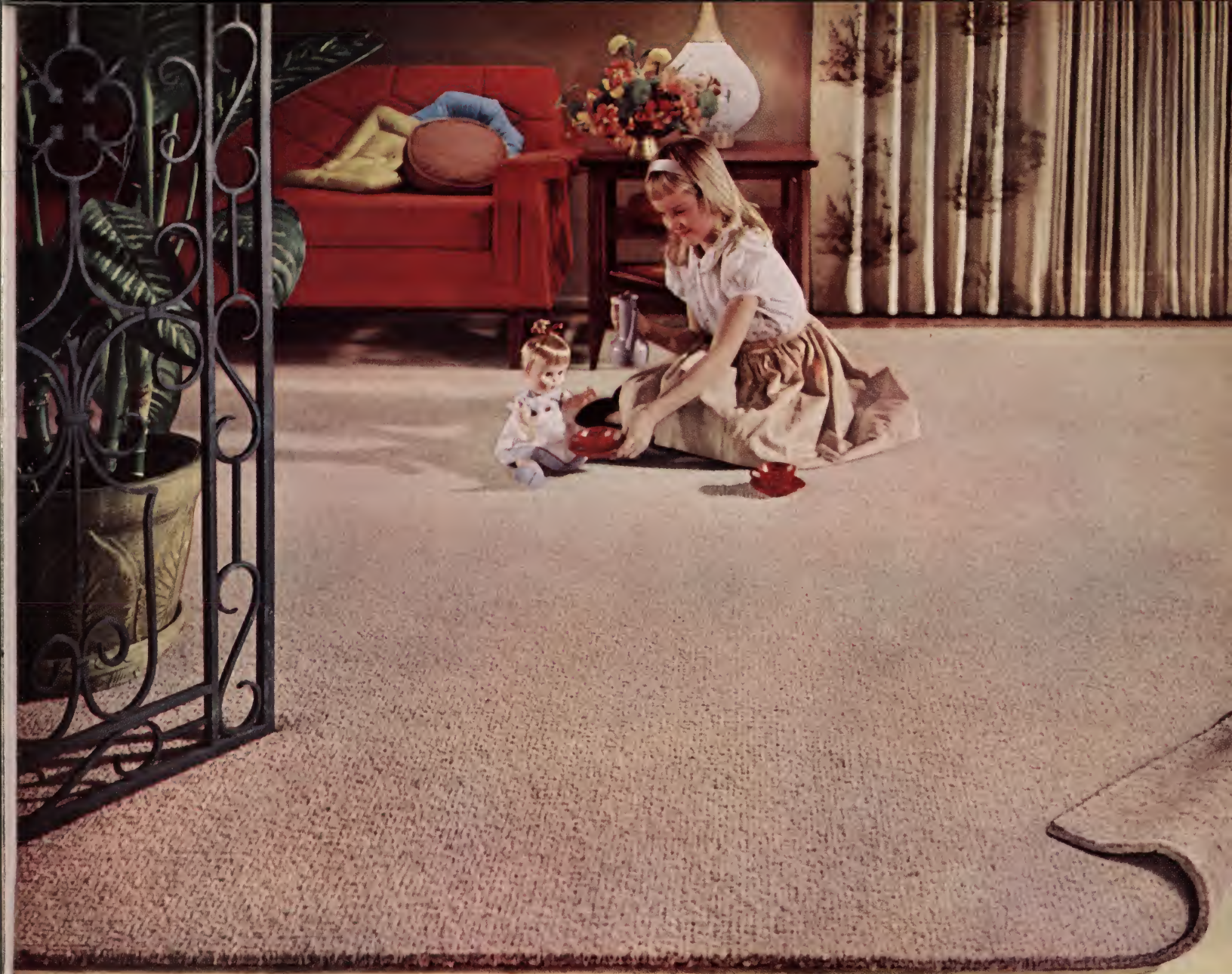


**TWICE THE PILE** means twice the wear. Olson gives you two beautiful, luxurious, long-wearing sides; ordinary rugs only one.



**RUGGED YARNS** insure years more wear, and richer texture that hides foot marks. You can trust Olson quality!





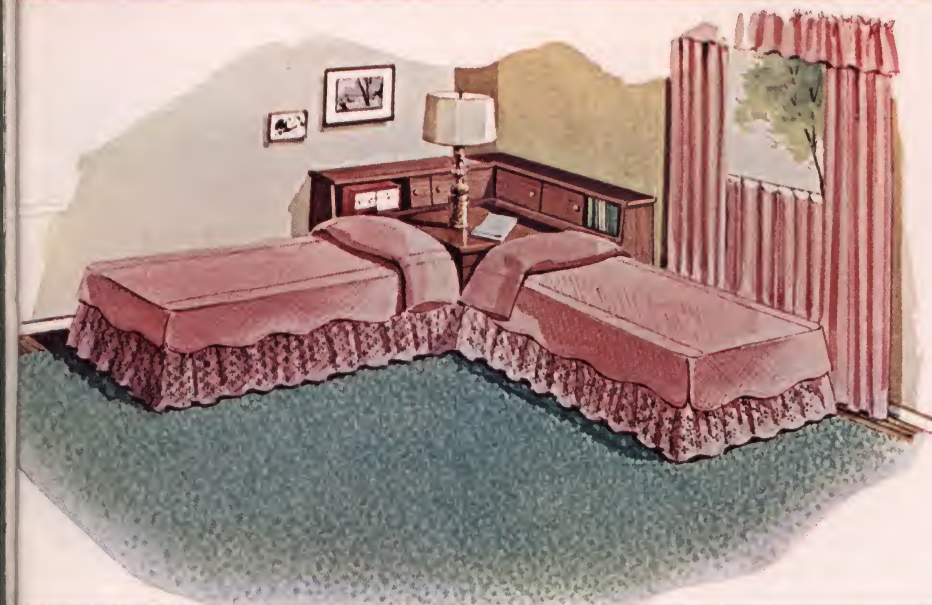
## FRESH, NEW AND PRACTICAL solid color woven the Olson way

**No. 23/3211. BAY BEIGE** is practical! Now you can enjoy this lovely *light* broadloom in any room—because it's Loom-Woven by our exclusive OLSON Process to hide footsteps, resist soil, and come up smiling from every vacuuming.

This decorator-approved blend of two closely related shades gives you a smart solid color-effect that makes your furniture and accessories look more important—your rooms more spacious.

It's OLSON Reversible Broadloom, of course—with both sides exactly the same . . . twice the deep, luxurious pile you get in ordinary rugs.

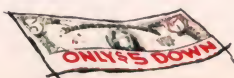
**For PRICES and SIZES,  
See Page 29, Column 1**



## THE MORE YOU'LL LOVE OLSON REVERSIBLES



ALMOST 100 YEARS of rug manufacturing experience and the pride of skilled weavers shows in every rug.



AS LITTLE AS \$5 DOWN is all you need to carpet up to 3 rooms with the Reversible rug of your dreams—and you may take as long as 2 years to pay!





recipe for beauty at savings:

## OLSON SOLID COLOR RUGS AND CARPETING

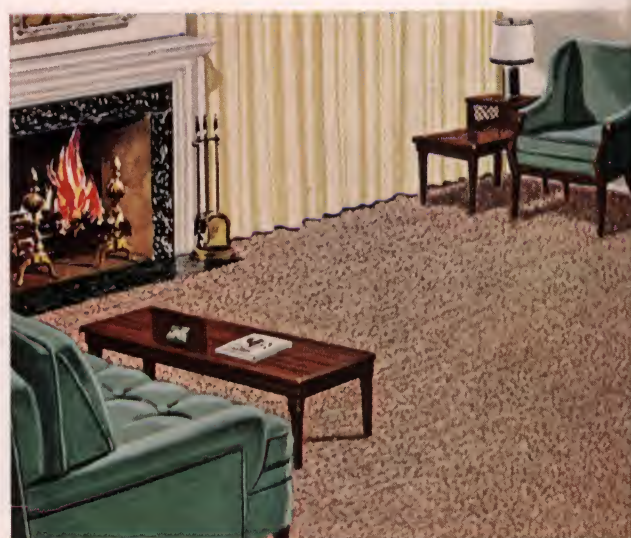
**ALL DOUBLE-DEEP PILE  
WOVEN REVERSIBLE**

**No. 23/3031. BUTTERNUT**—as lovely to live with as the name sounds. A warm, deep, rich-textured blend of two closely related shades in the beige-brown color family creates a solid color-effect that lends an air of elegance to formal furnishings. Yet this Loom-Woven Reversible Broadloom can take all the "living" an active family will give it, and come up new-looking year after year. Here is carefree beauty that hides footmarks, is slow to soil—at about half what you expected to pay!

**No. 23/5436. GOLDEN TOUCH** in a broadloom of unsurpassed beauty. Create a spacious effect with this Golden beauty that seems to push your walls away. Ideal for compact rooms—it adds sunny warmth to any room. You'll love the practicality of this beautiful OLSON Reversible Broadloom with the same bright, deep-textured pile on both sides for double wear and luxury. Woven *seamless* up to 18 feet wide, in any length! (Also shown on Page 4.)

**No. 23/8814. GRAY MIST**—a wonderful background for vivid contrasts—and always in fashion. Gray Mist gives any other color used with it a vibrancy that's exciting. Blended of two closely related shades in a solid color-effect, this beautiful Broadloom is Loom-Woven *seamless* and *reversible* to give you 2 rugs in 1—the most for your carpeting dollars.

**For SIZES and PRICES,  
See Page 29, Column 1**



### ONLY OLSON WEAVES SEAMLESS RUGS IN 15 WIDTHS!

**SEAMLESS, AS WIDE AS 18 FEET**—as narrow as 27 inches for stairs and halls. Ordinary carpeting usually comes only in standard 9, 12 and 15-foot widths—from which all sizes must be cut. Olson saves you the cost of yardage you can't use.



**SO MANY SIZES** at Olson that we eliminate the wasted yardage others charge for because they must cut from 3 standard widths. Another big Olson Saving—another big reason why millions prefer Olson rugs!



# Dinah Shore shares with you a few simple Decorating Hints, and says: "HAVE FUN...IT'S YOUR HOME!"

ONE of the easiest ways to plan a well-decorated room is to start with the floor covering. Most decorators do just that.

## HOW TO CHOOSE A COLOR SCHEME

For example, let us say you would like to have a tweed carpet. Look closely and you will find it is not one color, but a blend of three or more. Note how well they look together! You can take these individual colors as bases for your room color scheme. If a beige and brown mixture is your choice—match your wall, perhaps, to the beige; use the brown for a sofa, and then add touches of another bright color or two to spice your setting.

If you like a floral or other patterned rug, you will find many colors softly and beautifully combined. Try using one of these as your principal room color; then use other colors in the pattern in lesser amounts, or as accents

Color schemes fall into three categories: *Monochromatic*, or the "one-color" look—using varying shades and tints of one color. *Contrasting* colors are generally direct opposites; for instance, colors in the green and red families with one color dominating. *Related* color schemes are based on colors which are "next door" to each other, but not of the same shade; for instance, pinks and browns, or blues and blue-greens.

Remember, your rug has been styled by a color and design expert; you can safely rely on its pleasing color combinations to set the color scheme.



Closely related blues and greens with rosy accents create an easy-to-live-with contemporary look

## HOW TO USE COLOR

Color is an exciting tool. It's fun and easy to use. So, enjoy yourself—you know more about color than you think!

Your rugs, bold and brilliant or soft and muted, are likely to be the most important color areas of your rooms, for they fill the largest space other than your walls. Here you can do several things, beginning with your rug:

If your rug is a strong color, accept it as the focal point of your room, and use this hue lightly elsewhere. Pick it up, perhaps, with a single chair and some accessories; and use other tones—related or contrasting—for the remainder of the furnishings.

If your rug is a softer color, you can use more of the color elsewhere in the room. The soft colors—pastels, grayed tones, and neutrals allow a wide choice of color elsewhere—but again, repeat some of your rug color too. This creates a well-integrated room that looks planned, rather than an accidental collection of furnishings.

A great deal of strong color throughout a room may look dramatic and striking, but it can become hard to live with. So if the bold, beautiful colors are your heart's desire—choose it for your rug, and then use paler tones of the rug for furniture and accents. And remember, white goes with everything, and can be found in easy-to-care-for furniture and accessories.

The Gold rug is a perfect back-ground for the warm contrasting colors in this room



## KEY YOUR CARPETING TO YOUR FURNISHINGS

Perhaps no other decorating item in a room can transform it so quickly, so inexpensively as OLSON Reversible Broadloom rugs or carpeting.

In general, certain rug types go best with certain types of furnishings. For instance, tweeds are usually informal floor coverings, and perfect for most contemporary, Early American, and other casual furniture styles. Florals



This pleasant room color scheme stems from the lovely colors in the beautifully designed rug

and patterns vary widely; some are ideal for Early American; others are especially suitable for traditional styles. The new OLSON collection in this Catalog offers patterns suitable for any style of furniture. Solid colors go with every type of furniture.

If your rug gives solid color effect, you may safely use pattern in your draperies, or on the sofa and chairs, or on your wall. If there is a strong, definite pattern in your rug—avoid pattern elsewhere in your room, and depend on nubby textures or interesting weaves.

You can break any decorating "rule" when you do it tastefully—so, HAVE FUN, IT'S YOUR HOME!







## Brighten your home with our smart

ALL OLSON DOUBLE-DEEP PILE WOVEN REVERSIBLE FOR

**No. 45/1955. BLUE-GREEN TWEED**—an exciting blend of the blues and greens found in the waters that swirl at the base of famous Diamond Head in our own lovely Hawaii.

Bring this color enchantment into your home via this beautiful deep-textured OLSON Reversible Carpeting. Woven exactly the same on both sides to give you rugs or wall-to-wall carpeting with *two lives*—for, when one side shows signs of wear after years of use, just turn it over, and presto! you have a fresh, new-looking carpet for many more years of wear! Woven *seamless* up to 18 feet wide—in any length.

For **SIZES** and **PRICES**, See Page 29, Column 2

Carpet 2 to 3 Rooms  
for as little as  
**\$5 or \$10 DOWN**  
as long as 2 YEARS to pay

**SATISFACTION** as  
**GUARANTEED**  
or  
Your Money Refunded



*Dinah  
Shore  
says:*

**COLOR IS FUN, AND EASY TO USE**

The designer-perfect colors in Olson Tweeds give you an artist's palette of colors to "play" with in decorating your rooms... and a perfect starting base. Any one or more of the lovely colors in these tweeds will create a beautiful, eye-pleasing room. So find out what fun color can be, and how easy it is to work with!

## IT'S EASY AND CONVENIENT TO SHOP FOR RUGS



**OUR WHOLE FACTORY** comes into your home through our Catalog... brings you the convenience of shopping for rugs at home.



**YOUR WHOLE FAMILY** chooses exactly the right rug for your home surrounded by your furniture and color scheme.





## casually elegant **NEW TWEEDS** ... at savings!

**TWICE THE BEAUTY, TWICE THE WEAR, TWICE THE VALUE!**

**No. 45/7163. AMBER TWEED**—decorative color magic for any room. This dramatic new tweed brings heartening warmth through the artistic blending of four harmonizing shades of carpet yarns that create a fascinating background for browns, beiges, corals, oranges, and off-white—almost any color scheme and accent you've dreamed about.

The rich textured effect of this lovely tweed is designed to hide soil and footmarks, and its exclusive OLSON Reversible feature gives you twice the wear with all the luxury of carpeting you've probably seen up to twice our low price.

**No. 45/4772. AVOCADO TWEED**—news-worthy fashion in carpet color. If your favorite color is green—our fashion-fresh Avocado will thrill you with its soft, easy-to-decorate-around yellow-green tones.

Woven *seamless* and *reversible* by the exclusive OLSON Loom-Woven process to make it feel as luxurious underfoot as it looks to the eye. And talk about long wear! Years from now when you would ordinarily buy a new rug, you'll just turn this lovely rug or wall-to-wall carpeting over, and presto! a new-looking rug without the expense. It's like getting a second rug free! (Also shown on Page 5.)

**No. 45/0871. CHOCOLATE 'N' VANILLA TWEED.** This delicious mixture of two shades of brown with creamy white is as rich to the touch as the dessert that was its inspiration. It thrives on traffic because it resists footmarks and hides soil, and its cushiony thickness is sheer luxury. Double Loom Woven *Reversible* and *seamless* up to 18 feet wide. Double wear, double luxury—yet you pay nothing extra for the second side! True OLSON value!

**For SIZES and PRICES,  
See Page 29, Column 2**

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## THE OLSON WAY... RIGHT IN YOUR OWN HOME!

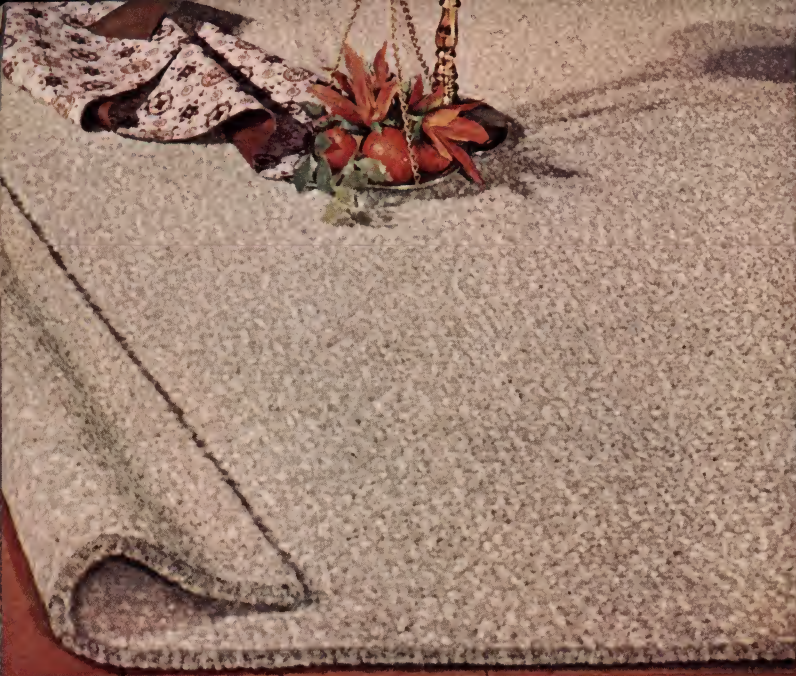
**BUDGET**, if you wish. As little as \$5 Down—take as long as 2 years to pay in easy payments. Enjoy your Olson rugs now!

**FACTORY-TO-YOU SHOPPING IS SPEEDY.** Most orders are completed in a week; shipped the fastest, least expensive way.



Rent...  
Good...  
Clothing...  
Furniture...  
Olson





*Dinah  
Shore  
says:*

**TWEED RUGS ENRICH CONTEMPORARY  
OR TRADITIONAL STYLES**

Tweed rugs are beautiful as well as practical—and are so complimentary to all styles of furniture. The model rooms on Page 15 show you how inviting OLSON tweeds can make a room whether you have traditional or contemporary furniture. Note how the deep-toned rugs enhance the wood tones of the furniture, and seem to push the walls away. And OLSON tweeds seem to *shed soil*!

## Give your home a beauty lift with our care-free TWEED blends

**DOUBLE-DEEP REVERSIBLE PILE . . . LIKE GETTING AN EXTRA RUG FREE**

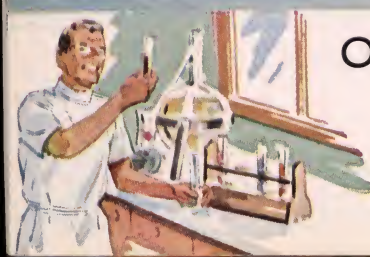
**No. 45/3101. DESERT BEIGE TWEED** will delight you with the beautiful background it creates for your furnishings, and the way it adapts itself to endless decorating schemes. This wonderful "neutral" is a blend of three closely related shades—Beige, India Ivory and Off-White—to give lively texture interest and great beauty. Enjoy double wear, double luxury, double value in this lovely Reversible Broadloom woven *seamless* up to 18 feet wide.

**No. 45/5126. LIGHT GOLDEN TWEED**—color magic that brings the richness of gold, the cheerfulness of sunshine into your home. A pleasing blend of Gold, Yellow and Off-White—here is a decorator's dream because it makes any room look spacious, and harmonizes so beautifully with most other colors. Loom-woven by OLSON in *seamless* Reversible Broadloom up to 18 feet wide—in any length. The second side costs you nothing extra!

**No. 45/4947. IRIS TWEED**—new and fascinating, brings the light-hearted color of Spring into your home permanently. A wonderfully flexible color with unlimited contrast and harmony possibilities. It is charming with contemporary furnishings—regal with traditional. Destined to become an all-time favorite—OLSON brings it to you in *seamless* Reversible Broadloom with two lives. After years of wear, turn it over for a fresh, new-looking surface.

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For SIZES and PRICES, See Page 29, Column 2



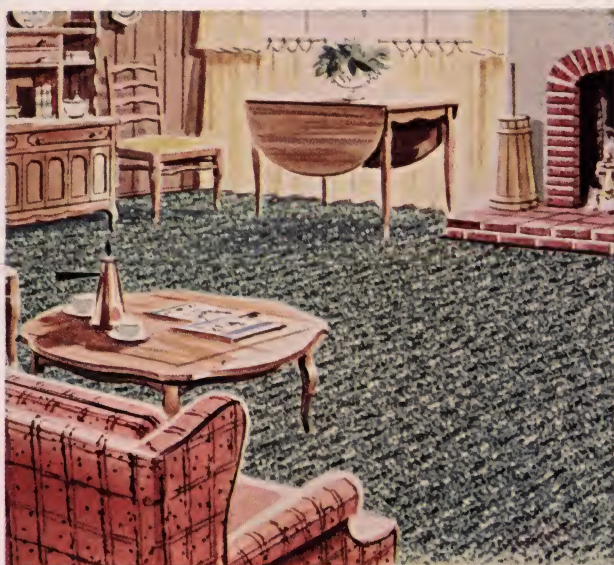
## OLSON – A FAMOUS OLD NAME IN CARPETING

OUR LABORATORIES constantly test dyes and carpet yarns—and we use only the best of each—the most sun and wear-resistant dyes and yarns that modern science can produce.



RICH DESIGNS are created by highly skilled artists, who produce a constant flow of style-setting carpet designs.





## Our exclusive new **RANDOM TWEEDS**—at Olson savings

**2-IN-1 REVERSIBLE RUGS WITH DOUBLE-DEEP PILE . . . USE BOTH SIDES!**

**No. 45/3751. SPICE TWEED**, a rugged, new textured effect that is a designer's triumph of delicious color. Achieved by artfully mixing six shades of yarn—Beige, Sandalwood and Off-White with deep Wood Tone accents. It brings modern room settings to life—brings out the mellow wood tones of traditional furnishings. You'll love the same deep pile on both sides, and its foot-pampering luxury. Reversible, like all OLSON rugs.

**No. 45/4422. GREEN SPLASH TWEED**, designed to mingle naturally with other colors, as nature mixes her own greens. A deep, luxurious, eye-pleasing rug or wall-to-wall carpeting that's ideal for any furnishings—from Early American to contemporary. Woven Reversible and *seamless* like all OLSON rugs and carpeting—in 15 widths up to 18 feet wide—it gives you the economy of 2-rugs-in-1. The second side costs you nothing extra.

**CARPET UP TO 3 ROOMS**  
for as little as

**\$5 or \$10 DOWN**

take up to 2 YEARS to pay

For **SIZES** and **PRICES**, see Page 29, Column 2

## —A MODERN, NEW CARPET FACTORY



**EXCLUSIVE REVERSIBLE-WEAVE LOOMS** bring you the equivalent of 2-rugs-in-1. You can depend on OLSON to always bring you the best for less.



**WEAR-TEST MACHINES** constantly pre-test rugs selected at random direct from our looms to assure finest quality control.





No. 45/6834

## Glamorize your floors with exclusive new OLSON luxury 2 RUGS-IN-1...EVERY ONE WITH THE EXTRA BONUS OF DOUBLE-DEEP



**No. 45/6834. BLACK/WHITE/GRAY TWEED**—the ideal choice if you prefer strong color accents in your room. You can let your color senses run riot with this versatile neutral rug on your floor. And, it's as practical as it is beautiful—because it is slow to soil, and it hides footprints. And, OLSON weaves it *seamless* and Reversible in rugs or wall-to-wall carpeting. Two wearing surfaces give you twice the wear, twice the luxury, twice the value.



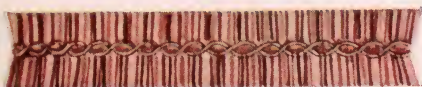
**No. 45/0132. HEATHER TWEED**—a richly colored classic favorite with OLSON customers, from which you, too, can create a lovely color scheme. A deep-textured blend of Cinnamon, Green, White and Deep Brown—this beauty thrives on family traffic—is slow to soil—and comes up looking new after every vacuuming. Reversible—after years of wear, turn it over for a fresh, new-looking side! Here is another good reason why OLSON Rugs are "America's best-loved floor coverings." You risk nothing by a trial.

**No. 45/1635. ISLE BLUE TWEED**—delightful to live with—wonderful to decorate your home around. One of the year's loveliest new blends of three shades of yarn, from sky blue to deep blue. Isle Blue creates the kind of room you love to come home to. And the rich, textured-effect hides soil and footmarks. Woven seamless and Reversible with double-deep pile to give you twice the wear, twice the luxury, twice the value! The second side costs you nothing extra!

For SIZES and PRICES, See Page 29, Column 2

## NO OTHER RUGS OFFER SO MUCH FOR SO LITTLE

16



**DOUBLE-DEEP PILE.** It's like walking on a cloud! And, you get 2 wearing surfaces for one money-saving low price.



**TWICE THE LUXURY.** Twice as soft underfoot because of the double-deep pile. It's easy to afford such foot-pampering luxury when you buy Olson Reversible Broadloom.



**No. 45/0582. TURQUOISE TWEED**—a harmonious blend of three shades of yarn that is a lovely mimic of the precious stone. Refreshing to the eye, it makes any room radiant. This distinctive carpeting or room size rug has the look and feel of luxury because of the exclusive OLSON Reversible weave with double-deep pile. Yours at Factory-to-You Savings.

**No. 45/3531. MAPLE BEIGE TWEED**—fashion's darling beautifully harmonized in Beige, Golden Taupe and Oyster White. Its rosy-beige hues create a lovely background for pastels and deep tones. This expensive-looking rug or wall-to-wall carpeting says "welcome" on sight. Woven *seamless* and Reversible—two rugs in one.

**No. 45/2123. RANCHO RED TWEED.** Our designers have created a beauty that the men in your family—from 6 to 86—will love. Four shades of red make this handsome, deep-textured tweed ideal for family rooms, boys' rooms, dens, and area rugs. Loom-woven *seamless* and Reversible.

For SIZES and PRICES,  
See Page 29, Column 2

## TWEED rugs, carpets

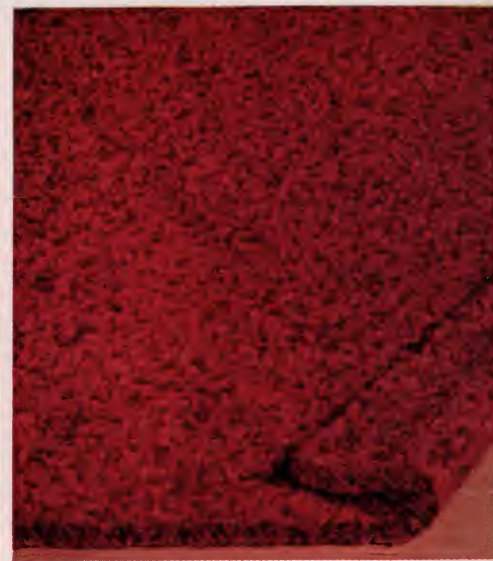
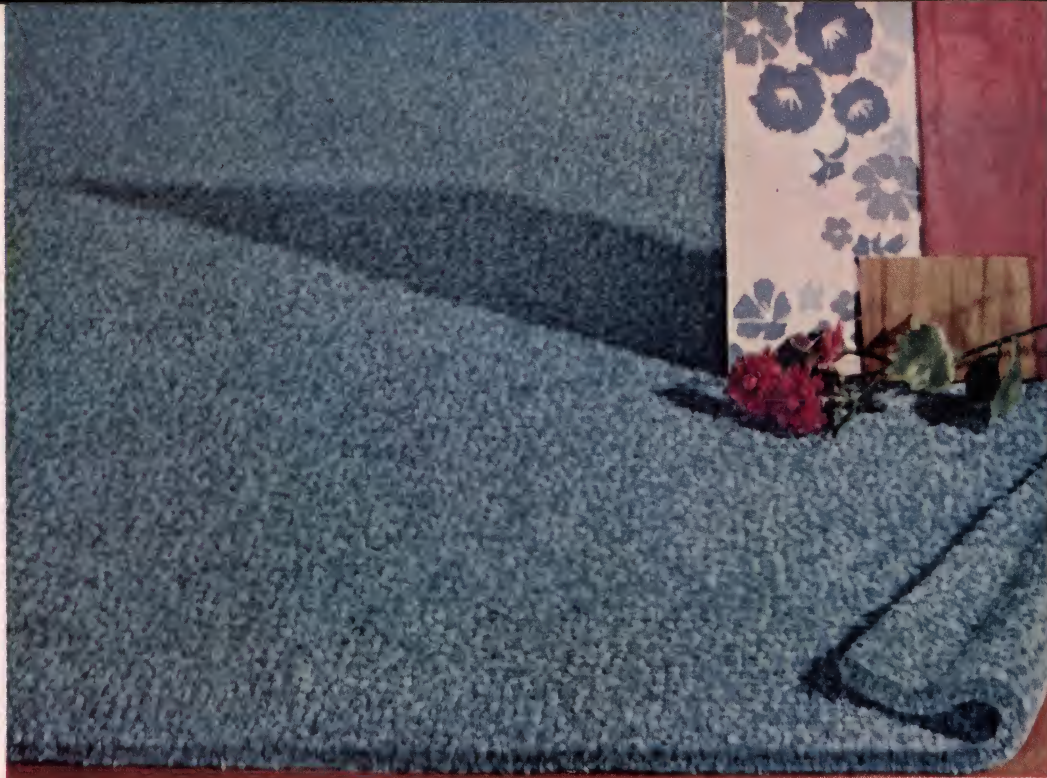
2 RUGS IN ONE



*Dinah Shore says:*

SOFT, WARM AND QUIET . . .  
A RUG IS IDEAL FOR  
LITTLE ONES TO PLAY ON

It's easy to create a bright, warm cheerful room for youngsters. A warm Rancho Red rug can be the basis of your color scheme—and unfinished furniture can be painted to match or contrast. Your youngster will *want* to keep his room neat!



## MONEY AS OLSON REVERSIBLE RUGS, CARPETS



**TALK ABOUT LONG WEAR!** When one side is worn, turn it over for another fresh, undimmed deep-pile surface, and more years of wear!



**FACTORY-TO-YOU SAVINGS!** For nearly a century, Olson has been dealing direct with American homes. We eliminate the middlemen's profits—and pass the savings on to you! It pays to buy direct from Olson!





beautiful and practical

# STRIKING NEW TWEEDS

at factory-to-you savings

**DOUBLE-DEEP, REVERSIBLE PILE**

**No. 45/5666. GOLD NUGGET TWEED** is composed of such delicious shades of yarn as Lemon Peel, Citron, Oyster White and Wood Tones. A favorite of decorators everywhere—see it on our Cover. It will transform *your* rooms into cheerful havens, as well. Expensive looking in every detail except price. Woven *seamless* up to 18 feet wide—and *Reversible* for twice the wear, twice the luxury.



**No. 45/4652. MULTICOLOR TWEED**—a fascinating blend of Green, Gold, Yellow, Aqua and White—has the look of a sun-dappled forest floor. You'll find its refreshing glow of color a wonderful springboard for room color schemes with furniture of any period. Like all OLSON Rugs, it is double loom-woven *seamless* and *Reversible* to give you 2-rugs-in-1 . . . at factory-to-you savings.

**No. 45/6281. CHAR BROWN TWEED**—an exclusive OLSON tweed that leads the fashion trend to Cocoa-and-Black tones, accented with white. You'll want to sink your toes into the double-deep pile—you'll love its foot-pampering comfort. And, you'll find it easy to use these lovely colors elsewhere in your rooms to create a beautiful harmonizing color scheme. Amazingly low priced !

For **SIZES** and **PRICES**,  
See Page 29, Column 2



**ONLY THE BEST GOES INTO OLSON REVERSIBLES**



ONLY THE MOST STABLE, FADE-RESISTANT DYES are used in OLSON rugs. Tested in actual use conditions, before stamped "Approved".



THE MOST ATTRACTIVE COLORS, PATTERNS, EFFECTS are produced by expert color blenders. You can always be sure with an OLSON Reversible! It's fully guaranteed: your money refunded if you are not satisfied.





our customers are our best advertisements...

we invite you to read just a few of the

## "Love Letters"

received from Olson customers

### Did Far Better With Olson

... it certainly exceeded my expectations. I have been in a good many stores and I know I have done far better by getting an Olson (rug). This goes for my sister also ..."

*Miss K.T.B., Harrisburg, Pa.*

### "Better Than When New"

"I ... have two teenagers that can really beat things up; and after 14 months of hard usage my rug, if anything, looks better than when it was new. Thank you for a fine product."

*Mr. R.F.L., Wenonah, N.J.*

### "Can't Wear My Olson Rugs Out"

"I just can't wear my Olson Rugs out! After 10 years, five people in the family, and a great deal of walking traffic—my rugs are still almost as good as new ... In my book Olson has the most wearability on the market ..."

*Mrs. G.W.G., Richmond, Va.*

### Finds Olson Wall-to-Wall Best

"... Before I ordered your rug, I shopped around but I couldn't get a wall-to-wall rug for less than \$350 ... As soon as I can afford another one for my dining room, I will order from you ..."

*Mrs. G. G., Philadelphia, Pa.*

### Loves Olson Since A Little Girl

"I have known and loved Olson Rugs ever since I was a little girl; but the rugs and carpeting you are making today are lovelier than ever. There is a richness—a full bodied luxury about them."

*Mrs. E.F.T., New York, N.Y.*

### Extraordinary Quality

"I ... am very pleased with my rugs. I am so glad I had them made by you. The quality is that of rugs far above the price I paid for them ..."

*Mrs. C.A.P., Yakima, Wash.*



### "They Do Wear Like Iron"

"Our entire house in Woodsfield, Ohio was covered with Olson carpets, except one room. Our first orders were sent at least 60 years ago. I purchased 3 rugs 25 years ago, and just back from the cleaners, they look like new ... They do wear like iron, as the long-used stair carpet on a lengthy flight of stairs, trodden by 2 generations of active youngsters, attests ..."

*Miss G.P., Cleveland Heights, Ohio*

### "None Equal for Wear"

"This is the third Olson Rug we have used. For durability and wear there is none equal."

*Mrs. R. S., Grand Junction, Colo.*



### Saved \$55 on More Beautiful Rug

"... We are proud of our rug and singing its praises to our friends and neighbors ... We figure we'd have to pay \$145 here for same (and couldn't ever buy a reversible rug here), and our cost was only \$90, so you see we saved \$55 and have a more beautiful, serviceable rug ..."

*Mrs. E.J.M., Hagerstown, Md.*

### 20 years ... Shows No Wear

"I am delighted with my new Heather Tweed Rug, and to my surprise it was delivered in one week after placing order ... I am proud to show it to my friends ... I have used one of your rugs in the living room for 20 years, and shows no wear."

*Mrs. F.H.E., Jackson, Mich.*

### New Olson Rugs Even Thicker

"... The rugs I had before these were used hard 25 years, made by your company. The new ones seem much thicker; therefore, will wear (even) longer ..."

*Mrs. C.A.L., Lemoyne, Pa.*

### "Smartest Move We Ever Made"

"... Buying our Olson Rug was the smartest move we ever made! Thank you for making a rug that is so value-packed for such a small price. We homemakers appreciate it greatly."

*Mrs. R.S., Madison, Wis.*

### "Exceeded My Expectations"

"... It is a beautiful color ... heavy texture and looks expensive, far better than I could buy in any store for what it costs us. It certainly exceeded my expectations."

*Mrs. E. A., Los Angeles, Calif.*

### Perfect Fitting Rug

"... The texture is perfect and so soft, and you made a perfect fit, which I appreciate beyond words ..."

*Mr. & Mrs. S.B., Salisbury, Pa.*

### Astonished By Durability

"After 10 years of very, very hard service, the two Olson Rugs I have still won't wear out. I have two big playful dogs who certainly deal out punishment to floor coverings, and I am astonished at the way your rugs hold up."

*Mrs. B.F.K., Oklahoma City, Okla.*



Your Home Will Sparkle With New Beauty... New Luxury

## *Exciting New Embossed Effects at*

### Number 67/3421

**Forest Beige.** This lovely modern design is given a rich three dimensional textured effect by the use of four tones: Desert Sand, Beige, Taupe and Cocoa. A stunning neutral background for any color scheme. Woven Reversible with deep, rugged pile on both sides for double wear and luxury—this beauty is slow to soil, and hides footmarks.

### Number 67/8642

**Forest Green.** Green is one of the important home furnishing colors today—and here is a lovely, modern three dimensional textured effect woven Reversible in four soft, beautiful shades of Green. No wonder this rug has won extravagant praise from decorators and customers. You'll love it. The second side costs you nothing extra.

Woven any Length in ALL THESE WIDTHS: 27 and 30 inches,



***TWICE the Pile... TWICE the Luxury... TWICE the Wear...***



OLSON DOUBLE DEEP PILE



ORDINARY ONE-SIDED CARPET PILE

COMPARE Olson Double-Deep Reversible Pile with the usual thin pile of ordinary one-sided carpeting.



# Factory-to-You Savings

Number 67/7326

**Forest Gold.** Designed to capture the sun for you the year round, this is an expensive looking three dimensional textured effect combining shades of Lemon Peel, Citron Yellow and Goldenrod. But like all Olson Rugs and Carpeting, only the look is expensive. It's woven Reversible—exactly the same on both sides. Two rugs in one.

Number 67/5351

**Sandalwood.** From the Oriental Sandalwood tree comes the inspiration for this rich three dimensional textured effect Broadloom. The deep pile on both sides is a handsome blend of soft colors: Beige, Sandalwood, Deep Tan and Chocolate. The luxurious beauty of this Olson Rug gives no hint of its modest cost. Two rugs in one.



*Dinah Shore says...*

Use cool accents and accessories for the warm color schemes, warm ones for the cool toned room.

3, 4, 6, 8, 9, 10, 11, 12, 13, 14 and 16 Feet. **PRICES, SIZES on Page 29, Column 3.**

Enjoy Your New Olson Rugs Now...When You Want Them. Use Our

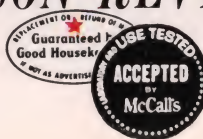
**EASY MONTHLY  
PAYMENT PLAN**

Only \$5 or \$10 DOWN  
Up to 24 MONTHS to pay

## TWICE the Value in Every OLSON REVERSIBLE BROADLOOM



OLSON REVERSIBLE broadloom designs are original and exclusive. Our Design Department creates colors and patterns that are lovely and in the best of taste.



SATISFACTION GUARANTEED or your money back. A Triple Guarantee protects you—the famous guarantees of Olson and Good Housekeeping; and McCall's authentic Use-Test. You risk nothing.



# Lovely, and high fashion! reversible FLORALS

No. 67/4961  
WARM CINNAMON

THIS graceful, new, floral-pattern will bring up-to-date charm, color and luxury to any room at a wonderful saving in money. It is hard to imagine a richer background for other furnishings.

Here is thick, deep-textured broadloom that is WOVEN REVERSIBLE like all Olson Rugs, with the same charming pattern and the same deep pile on both sides to give double the wear and luxury.

Order this lovely rug for your living room, dining room or bedroom. You risk nothing.

For  
SIZES, PRICES  
See Page 29  
Column 3

Woven ANY LENGTH in  
All The Following WIDTHS:  
3, 4, 6, 8, 9, 10, 11, 12  
and 16 Feet.  
Also 27 and 30 Inches

## RICH FLORAL on GRIEGE

Number 67/0964 ➡

THIS lovely, colorful, new floral pattern is charmingly set off by the soft warm field of Greige, so popular today. A rug that will bring up-to-date beauty and character to any room at small cost and be an ideal background for other furnishings.

A serviceable easy-care rug that will stand a lot of wear without showing soil or footmarks. A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth.

Woven ANY LENGTH in  
All The Following WIDTHS:  
3, 4, 6, 8, 9, 10, 11, 12, 16 Feet.  
Also 27 and 30 Inches

For SIZES, PRICES See Page 29, Column 3

Woven Seamless up to 16 feet wide, Any Length. Same Lovely Pattern on Both Sides.





No. 67/3153

## masterpiece in ORIENTAL design

A rich Persian design that has much of the beauty and splendor of a priceless handmade Sarouk. A truly beautiful rug adapted from a Century-old masterpiece. The ground is a deep, rich Wine Red, for which Sarouks are famous. The soft colors carry out the delicacy of design characteristic of costly Orientals.

Where else can you get so much rare beauty and luxury for so little money? Every rug is woven seamless and Reversible. We Guarantee to please you.

*2 Rugs in One.  
The same rich,  
deep-textured  
pattern on  
both sides.*



Oriental Pattern Woven  
in All These Sizes:

SIZES	PRICE
30x54 inch....	<b>\$12.11</b>
36x63 " ....	<b>16.96</b>
4x7 feet.....	<b>30.14</b>
6x9 " .....	<b>58.14</b>
8x10 feet.....	<b>83.64</b>
9x12 " .....	<b>109.68</b>
9x15 " .....	<b>141.15</b>
11x13 " .....	<b>149.51</b>
12x15 " .....	<b>188.20</b>

**Stair Carpet, Runners**

30 inches wide

Each Foot in Length....**\$2.69**

Order Now and SAVE.  
Within a week this glorious  
rug can be on your floors.





*Dinah  
Shore  
Says...*



***The Charm of Early American  
Creates a Gracious Home***

Decorate with Colonial charm, and you surround yourself with American history. Early American furniture, floor coverings and accessories for a cozy, informal setting that's warmly inviting to all.

# ENJOY THE WARM GLOW OF COLONIAL AT ITS BEST ...in OLSON double deep pile reversible rugs and carpeting

**Number 67/2991**

**T**his charming new Early American design has the rich, hand-loomed look of an heirloom—with all the modern-day practicality woven into every OLSON rug.

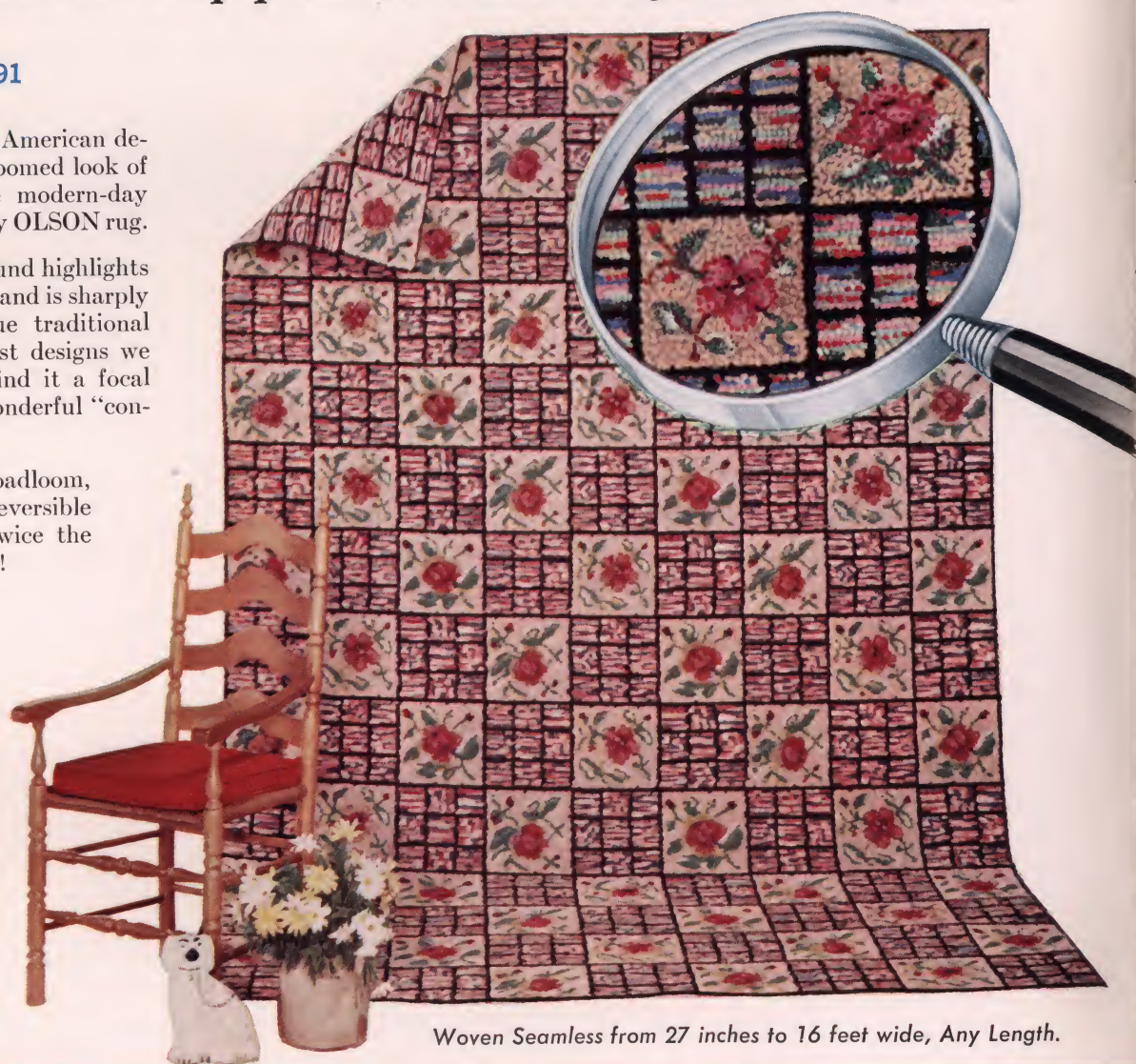
The lovely beige background highlights the floral colors of a garden, and is sharply accented by black, in true traditional fashion. One of the loveliest designs we have ever offered, you'll find it a focal point of any room and a wonderful "conversation piece."

Like all Olson quality broadloom, this is woven seamless and reversible for twice the wear . . . twice the beauty . . . twice the value!

**For SIZES and PRICES  
See Page 29, Column 3**

***Highlight your Prized  
Americana Heirlooms***

Show your individuality as a decorator by getting your bits of American history out of the attic into your living rooms. Aunt Hattie's old ladder-back chairs, that golden eagle mirror, the old pewterware belong where you can enjoy them.



**Woven Seamless from 27 inches to 16 feet wide, Any Length.**

## ***OLSON=The Look and Feel of Luxury—AT SAVINGS***

EVEN INTRICATELY PATTERNED RUGS ARE WOVEN THE EXCLUSIVE OLSON WAY . . . WITH THE SAME DEEP PILE AND LOVELY PATTERN ON BOTH SIDES FOR EXTRA BEAUTY, EXTRA LONG WEAR.



MILLIONS OF AMERICAN HOMEMAKERS KNOW THAT OLSON MEANS FACTORY-TO-YOU SAVINGS UP TO 1/2 . . . AND THAT OLSON REVERSIBLE BROADLOOMS ARE REALLY TWO RUGS IN ONE.







Stair Carpet, Above: No. 45/2123  
Below: No. 45/0582, Round  
See "Round" Prices below,  
Column 2

No. 45/5126, Oval  
See "Oval" Prices below,  
Column 2

## ALL RUGS IN THIS CATALOG MAY BE ORDERED IN OVAL or ROUND RUGS, or STAIR CARPETING

Follow the decorating trend to area rugs—so smart, so charming, so economical! You will find area rugs add beauty to any room . . . in bedrooms, at the foot of a stairway, in front of a fireplace, in the family den. Use round or oval rugs as room dividers, or they can serve to protect your larger rugs. You may order ANY tweed, solid color or pattern in this Catalog in *reversible*, fringed oval or round rugs—from scatter size to big room size—as listed below!

Leading home decorators say it's smart, as well as practical, to have *matching* stair and hall carpeting in your house. OLSON makes it possible for you to order ANY solid color, tweed, or pattern rugs in this catalog for your stair and hall carpeting. Available in 27, 30, and 36 inch, and 4 foot widths—or any width in between—in *any* length. See Page 28 for measuring instructions, and Page 29 for prices.

Order Any Rug in Catalog in Sizes Below

### REVERSIBLE OVAL RUGS FRINGED

Column 1	Column 2	Column 3
Solid Color Effect	Tweeds	Patterns
OVAL SIZES	PRICE	PRICE
30x45 inch.....	\$ 7.86	\$ 8.63
34x57 inch.....	11.17	12.26
39x66 inch.....	15.64	17.17
4¼x7 feet.....	27.77	30.51
6¼x9¼ feet.....	53.59	58.86
8¼x10¼ feet...	77.09	84.79
9¼x12¼ feet...	101.11	111.09
10¼x15¼ feet.	144.56	158.99
12¼x15¼ feet.	173.47	190.79

FOR POUNDS OF OLD MATERIAL  
REQUESTED, SEE PAGE 29

### WHEN ORDERING OVAL OR ROUND AREA RUGS.

Select any tweed, pattern or solid color from any page in this Catalog. On the order blank—write the *catalog number* shown on that page; and write OVAL or ROUND after the catalog number.

Order Any Rug in Catalog in Sizes Below

### REVERSIBLE ROUND RUGS FRINGED

Column 1	Column 2	Column 3
Solid Color Effect	Tweeds	Patterns
ROUND SIZES	PRICE	PRICE
3¼ feet.....	\$ 8.93	\$ 9.81
4¼ feet.....	15.89	17.46
6¼ feet.....	35.73	39.24
8¼ feet.....	61.68	67.83
9¼ feet.....	75.83	83.32
10¼ feet.....	96.37	105.99
11¼ feet.....	116.62	128.26
12¼ feet.....	138.78	152.64

FOR POUNDS OF OLD MATERIAL  
REQUESTED, SEE PAGE 29



# Add the luxury of thick, resilient OLSONITE CARPET CUSHION

## With "Quilted" Rubberized Back

Will Not Skid. A Great Safety Feature.

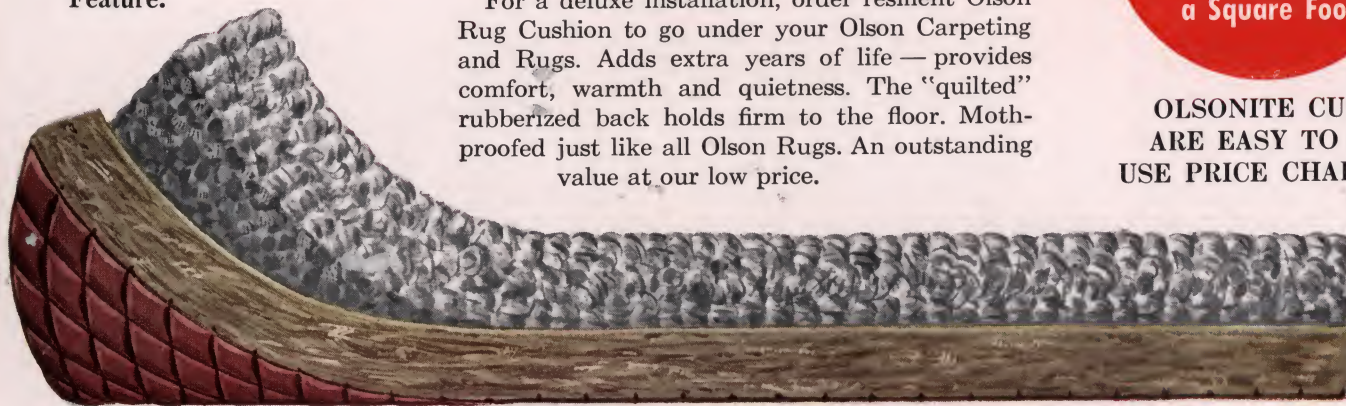
Makes All Rugs, Carpeting Feel More Luxurious.

For a deluxe installation, order resilient Olson Rug Cushion to go under your Olson Carpeting and Rugs. Adds extra years of life — provides comfort, warmth and quietness. The "quilted" rubberized back holds firm to the floor. Moth-proofed just like all Olson Rugs. An outstanding value at our low price.

BARGAIN PRICED

Only  
**11 cents**  
a Square Foot

OLSONITE CUSHIONS  
ARE EASY TO ORDER.  
USE PRICE CHART BELOW



Shows Actual Thickness of "Olsonite"  
←Cushion

**CUSHION PRICES**—Order Same Size Cushion as Your Rug or Carpet. All Cushions are Cut Slightly Smaller for Proper Fit.

5x5...ft. \$2.75	7x7...ft. \$ 5.39	9x9...ft. \$ 8.91	10x15 ft. \$16.50	12x12 ft. \$15.84	14x14 ft. \$21.56	16x16 ft. \$28.16	<b>FOR HALLS, STAIRS</b> For each foot in length Widths 22 inches .22 cents 27 inches .25 cents 30 inches .28 cents 36 inches .33 cents 4 feet .44 cents For Stairs—individual 12 inch cushions for each step. Order width you need.
5x6... " 3.30	7x8... " 6.16	9x10... " 9.90	10x16... " 17.60	12x13... " 17.16	14x15... " 23.10	16x17... " 29.92	
5x7... " 3.85	7x9... " 6.93	9x11... " 10.89	10x17... " 18.70	12x14... " 18.48	14x16... " 24.64	16x18... " 31.68	
5x8... " 4.40	7x10... " 7.70	9x12... " 11.88	10x18... " 19.80	12x15... " 19.80	14x17... " 26.18	16x19... " 33.44	
5x9... " 4.95	7x11... " 8.47	9x13... " 12.87	10x19... " 20.90	12x16... " 21.12	14x18... " 27.72	16x20... " 35.20	
5x10... " 5.50	7x12... " 9.24	9x14... " 13.86	10x20... " 22.00	12x17... " 22.44	14x19... " 29.26	17x17 ft. \$31.79	
5x11... " 6.05	7x13... " 10.01	9x15... " 14.85	11x11 ft. \$13.31	12x18... " 23.76	14x20... " 30.80	17x19... " 35.53	
5x12... " 6.60	7x14... " 10.78	9x16... " 15.84	11x12... " 14.52	12x19... " 25.08	14x21... " 32.34	17x21... " 39.27	
6x6...ft. \$3.96	7x15... " 11.55	9x17... " 16.83	11x13... " 15.73	12x20... " 26.40	14x22... " 33.88	17x23... " 43.01	
6x7... " 4.62	8x8...ft. \$ 7.04	9x18... " 17.82	11x14... " 16.94	12x21... " 27.72	14x23... " 35.42	18x18 ft. \$35.64	
6x8... " 5.28	8x9... " 7.92	9x19... " 18.81	11x15... " 18.15	13x13 ft. \$18.59	15x15 ft. \$24.75	18x20... " 39.60	<b>PRICES FOR SIZES NOT SHOWN</b> Multiply width of room in feet by length, then by 11 cents a sq. foot.
6x9... " 5.94	8x10... " 8.80	9x20... " 19.80	11x16... " 19.36	13x14... " 20.02	15x16... " 26.40	18x22... " 43.56	
6x10... " 6.60	8x11... " 9.68	10x10 ft. \$11.00	11x17... " 20.57	13x15... " 21.45	15x17... " 28.05	18x24... " 47.52	
6x11... " 7.26	8x12... " 10.56	10x11... " 12.10	11x18... " 21.78	13x16... " 22.88	15x18... " 29.70		
6x12... " 7.92	8x13... " 11.44	10x12... " 13.20	11x19... " 22.99	13x17... " 24.31	15x19... " 31.35		
6x13... " 8.58	8x14... " 12.32	10x13... " 14.30	11x20... " 24.20	13x18... " 25.74	15x20... " 33.00		
6x14... " 9.24	8x15... " 13.20	10x14... " 15.40	11x21... " 25.41	13x19... " 27.17	15x21... " 34.65		
6x15... " 9.90	8x16... " 14.08			13x20... " 28.60	15x22... " 36.30		

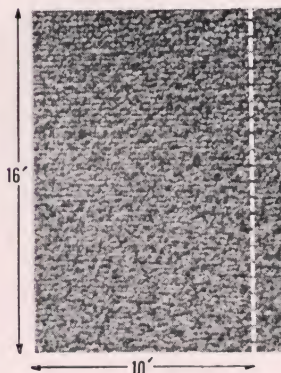
Olsonite Cushions are Moth-Proofed

## We Eliminate the Wasted Yardage Others Must Charge For!

18 Feet Wide 11 Feet Wide 4 Feet Wide  
16 Feet Wide 10 Feet Wide 3 Feet Wide  
15 Feet Wide 9 Feet Wide 30 Ins. Wide  
14 Feet Wide 8 Feet Wide 27 Ins. Wide  
13 Feet Wide 6 Feet Wide  
12 Feet Wide



ONLY OLSON HAS LOOMS IN 15 WIDTHS  
TO WEAVE BROADLOOM RUGS, CARPETS  
UP TO 18 FT. WIDE by ANY LENGTH—  
WITHOUT WASTE... WITHOUT SEAMS



To get 10 ft. width in stores,  
You Must Pay for 12 ft. Width

Think of the waste you would pay for if you bought from a rug store where only 9 ft., 12 ft., and perhaps 15 ft. rolls are available from which all sizes must be cut. Because we have looms in 15 different widths, to weave seamless broadloom in any length, we eliminate all wasted yardage on hundreds of "Popular" Olson size rugs. See page 29.

**An Example of How Olson Saves You the Big Expense of Wasted Yardage:**

Suppose you want a rug 10 feet wide by 16 feet long. In retail stores, the 10 foot width must be cut down from a 12 foot width—and you pay for the wasted strip 2 feet wide by 16 feet long, which amounts to 3½ square yards.



EXCLUSIVE  
NEW

# OLSON *Supreme* POWERMAID

TODAY'S BIGGEST VACUUM CLEANER VALUE!

**5-YR. GUARANTEE**  
ON LONG-LIFE METAL CORE HOSE

CHECK THESE  
QUALITY FEATURES

**compare our  
low price!**

**Long-Life Hose**—so strong an auto driven over it won't harm it! Won't kink, break, or leak.

**1-Year Written Guarantee** on powerful, quiet 1-H.P. motor, and entire cleaner.

**Dial Your Cleaning Job.** Power Selector adjusts suction for light to heavy duty.

**Ride-Along Tool Caddy.** Always with you. No separate storage space needed.

**Step-On Toe Switch.** Touch of toe turns cleaner on or off without stooping.

**So Compact,** it stands solidly on narrowest stairs; stores on end in tiny space.

**Featherweight Aluminum Wands**—so light, you can clean highest places without arm fatigue. Non-slip design locks-in power.

**Ball-Bearing Swivel Wheels.** Cleaner rolls, turns, follows you around effortlessly.

**Wide Vinyl Bumpers** protect furniture, moldings.

**Sanitized See-Thru Dust Bags.** No-guess disposable economy Window-Bags show at a glance when to change. Giant size. You get 2 extra bags with cleaner.

The new OLSON Supreme POWERMAID is the only all metal vacuum cleaner—from nozzle to motor—including the Long-Life Hose! Baked enamel finish.

COMPARE with \$79<sup>95</sup> Cleaners  
SENSATIONAL OLSON PRICE  
COMPLETE with accessories  
**\$49<sup>88</sup>**  
only \$5 down • take months to pay  
(See Easy Terms — Page 28)



**POWER SELECTOR**



**Model No. OR-123**

- **POWER SELECTOR** automatically adjusts suction to your cleaning job
- **BUILT-IN TOOL CADDY** rides on cleaner
- **INTRODUCTORY SPECIAL!** 6-pc. accessory set PLUS FREE floor-wall brush!

Here is the deluxe electric vacuum cleaner OLSON is proud to bring you—at savings our shoppers couldn't duplicate anywhere! The OLSON Supreme POWERMAID takes more housework off your hands than you ever dreamed possible. It vacuums floors and upholstery; dusts walls, draperies, furniture; cleans radiators; gets under low furniture easily! AC-DC. UL approved.



**Introductory BONUS!**  
**FREE**  
Floor & Wall Brush

**SAVE MONEY! Remove Spots, SHAMPOO Rugs, Upholstery Yourself! Quick! Easy!**

**OLSON MAGIC-KLEANER KIT.** Super-concentrated Magic-Kleaner, in unbreakable plastic bottle, cleans the equivalent of 9 room size rugs, 9x12-ft. size! You use the foam only—safe as water for hands and all rug and carpet fibers. No rinsing—dries quickly! Your money back if you don't agree it's the finest shampoo cleaner you ever used! One cup of Magic-Kleaner to 10

quarts of water produces rich, cleansing foam. When dry, just vacuum your rug—Kit includes special quality Sponge and generous bottle of OLSON Famous Magic-Klean Spot Remover to safely and quickly remove all grease, tar, gum and wax from cotton, wool and synthetic fiber fabrics.



No. OR-601—Complete Magic-Kleaner Kit. We pay postage. . . . **\$6<sup>75</sup>**



# OLSON'S EASY PAYMENT PLAN

If you decide to order on easy terms, fill in Credit Application on back of order blank.

You May Send a Larger Down Payment . . .  
or Make Larger Monthly Payments . . .  
...and thus reduce your credit charge.  
Just tell us how much you wish to pay each month when you send in your order.

**Cash orders.** If you prefer to pay in full, please do so with complete confidence.

**ORDERS of \$50 to \$500**  
**\$5 DOWN UP TO 24 MONTHS TO PAY**

Balance AFTER DOWN Payment	Monthly Charge for Credit is Only:	TOTAL You Pay Monthly Includes Credit Charge	Months to Pay
\$45.01 to 50.00	55 cents a month	\$5.50	10
50.01 to 55.00	60 cents a month	6.00	10
55.01 to 60.00	70 cents a month	6.50	10
60.01 to 65.00	75 cents a month	7.00	10
65.01 to 70.00	80 cents a month	7.00	11
70.01 to 75.00	85 cents a month	7.50	11
75.01 to 80.00	90 cents a month	8.00	11
80.01 to 85.00	\$1.00 a month	8.50	11
85.01 to 90.00	\$1.05 a month	9.00	11
90.01 to 95.00	\$1.10 a month	9.00	12
95.01 to 100.00	\$1.15 a month	9.50	12
100.01 to 110.00	\$1.20 a month	9.50	13
110.01 to 120.00	\$1.30 a month	10.50	13
120.01 to 130.00	\$1.30 a month	10.50	14
130.01 to 140.00	\$1.35 a month	11.00	14
140.01 to 150.00	\$1.45 a month	12.00	14
150.01 to 160.00	\$1.55 a month	12.00	15
160.01 to 170.00	\$1.65 a month	12.50	15
170.01 to 180.00	\$1.75 a month	13.50	15
180.01 to 190.00	\$1.85 a month	14.50	15
190.01 to 200.00	\$1.95 a month	14.50	16
200.01 to 210.00	\$2.05 a month	15.00	16
210.01 to 220.00	\$2.15 a month	16.00	16
220.01 to 230.00	\$2.25 a month	16.50	16
230.01 to 240.00	\$2.35 a month	17.50	16
240.01 to 250.00	\$2.45 a month	17.50	17
250.01 to 260.00	\$2.55 a month	18.00	17
260.01 to 270.00	\$2.65 a month	18.50	17
270.01 to 280.00	\$2.75 a month	18.50	18
280.01 to 290.00	\$2.85 a month	19.00	18
290.01 to 300.00	\$2.95 a month	19.00	19
300.01 to 320.00	\$3.10 a month	19.50	19
320.01 to 340.00	\$3.30 a month	20.00	20
340.01 to 360.00	\$3.50 a month	21.00	20
360.01 to 380.00	\$3.70 a month	21.50	21
380.01 to 400.00	\$3.90 a month	21.50	22
400.01 to 420.00	\$4.10 a month	23.00	22
420.01 to 440.00	\$4.30 a month	23.00	23
440.01 to 460.00	\$4.50 a month	23.50	24
460.01 to 480.00	\$4.70 a month	24.50	24
480.01 to 500.00	\$4.90 a month	25.50	24

Write for Special Terms on Orders Over \$500.00.

## The Advantages of Ordering From America's Largest List of Sizes

**ONLY OLSON** has Special Looms that weave Rugs, Carpets in 15 widths, without seams,—and in any length you want.

Olson customers do not pay for wasted yardage others must pay for when buying ordinary one-sided rugs and carpets in stores where all must be cut from only three widths: 9 ft., 12 ft. and 15 ft.

No Matter What Your Rooms Measure, you can order an Olson Reversible Rug in any one of our 138 "Olson Popular Sizes" and your rug need never be more than 6 inches from the walls (usually less) thus giving the "look" of wall-to-wall. You save money and your rugs can be on their way to you in less than a week. No expensive carpet installation necessary.

18 Feet Wide  
16 Feet Wide  
15 Feet Wide  
14 Feet Wide  
13 Feet Wide  
12 Feet Wide  
11 Feet Wide  
10 Feet Wide  
9 Feet Wide  
8 Feet Wide  
6 Feet Wide  
4 Feet Wide  
3 Feet Wide  
30 Ins. Wide  
27 Ins. Wide

## SPECIAL SIZES

Give Actual Size of CARPET Wanted

Special Widths or Lengths take the price of the next larger "Popular" Width or "Popular" Length and require about a week longer than regular sizes.

Examples: If you wish to order:

10 ft. **5 in.** x 15 ft.—

Same price as 11 x 15 ft.

10 ft. x 15 ft. **8 in.**—

Same price as 10 x 16 ft.

10 ft. **3 in.** x 15 ft. **7 in.**—

Same price as 11 x 16 ft.

Note. All rugs woven with Wool breathe. Changes in atmospheric conditions may cause any rug size to vary slightly; 1% in width—1 to 1½% in length.

## Suggestion

In rooms with fireplaces, offsets, window nooks, etc., a large rug may be used to cover the greater portion of floor and smaller rugs to cover the remaining spaces. In this way, you get the full benefit of Reversible Rugs that can be turned FOUR ways to give more years of wear.

## Simple CUT-OUTS

Send Sketch. Give dimensions and location of cut-out. We will cut out and finish any Olson Rug or Carpet to fit around a fireplace, chimney, jog, bay window, etc., for only 75 cents per foot of cutting and finishing.

\$3 Minimum charge for Cut-Outs Under 4 feet.

## WALL-TO-WALL CARPET (Laid Loose or Tacked Down)

Most customers prefer to take advantage of the Reversible feature of Olson Rugs and order rugs to be laid loose instead of permanently installed (tacked down). Rugs that come close to the walls, an inch to 3 inches away, will give you the wall-to-wall "look" and save you money. They can be turned around to reduce the wear in traffic areas—and then, years later, the rug may be turned over—and after more years may be turned around, thus increasing the life of the rug many times.

If you prefer your carpeting INSTALLED (tacked down), just measure the width and the length of room

including doorways and select the next larger "Popular Size" that will cover your dimensions.

A "Carpet Layer" can cut and fit your carpet in your home for \$1.25 to \$1.50 a square yard. Write on your Order "to be Installed Wall-to-Wall, tacked down."

For a deluxe installation order Olsons Padding to go under wall-to-wall carpeting that is tacked down or laid loose.

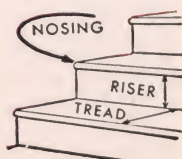
After Many Years, your Olson Reversible Carpet can be relaid and used on the other side, or cut down and the new reverse side used in other rooms.

If we can help you in any way, don't hesitate to write.

## STAIR CARPET... How to Measure

You can order stair carpet in any color or pattern shown in catalog. See prices on Page 29.

For straight stairways, measure depth of tread and height of riser including nosing; add together and multiply by number of steps, plus 9 inches. These extra inches should be tucked under the first riser so that from time to time the carpet can be shifted to distribute wear. Check your measurements with a long piece of string that follows the stairs from top to bottom just as the carpet will lay.





# Money-Saving Factory-to-You PRICES

ORDER FROM THESE HUNDREDS OF POPULAR OLSON SIZES --OR ANY OTHER SIZES YOU WANT

SIZES	Column 1 Solid Color Effect PRICES	Column 2 Tweeds PRICES	Column 3 Patterns PRICES
27 x 42 in....	\$ 6.99	\$ 7.67	\$ 8.53
30 x 54 in....	9.93	10.90	12.11
36 x 63 in....	13.90	15.26	16.96
4 x 4 ft....	\$ 14.13	\$ 15.52	\$ 17.25
4 x 5 ft....	17.63	19.36	21.51
4 x 6 ft....	21.20	23.28	25.87
4 x 7 ft....	24.69	27.12	30.14
6 x 6 ft....	\$ 31.76	\$ 34.88	\$ 38.76
6 x 7 ft....	37.08	40.72	45.25
6 x 8 ft....	42.32	46.48	51.65
6 x 9 ft....	47.64	52.32	58.14
6 x 10 ft....	52.96	58.16	64.63
6 x 11 ft....	58.20	63.92	71.03
6 x 12 ft....	63.52	69.76	77.52
6 x 13 ft....	68.84	75.60	84.01
6 x 14 ft....	74.08	81.36	90.41
Each extra foot..	\$ 5.29	\$ 5.81	\$ 6.46
8 x 8 ft....	\$ 54.83	\$ 60.30	\$ 66.92
8 x 9 ft....	61.68	67.84	75.28
8 x 10 ft....	68.53	75.38	83.64
8 x 11 ft....	75.39	82.92	92.01
8 x 12 ft....	82.24	90.45	100.37
8 x 13 ft....	89.09	97.99	108.74
8 x 14 ft....	95.95	105.53	117.10
8 x 15 ft....	102.80	113.07	125.47
8 x 16 ft....	109.65	120.60	133.83
8 x 17 ft....	116.51	128.14	142.20
8 x 18 ft....	123.36	135.68	150.56
8 x 19 ft....	130.21	143.22	158.92
Each extra foot..	\$ 6.85	\$ 7.54	\$ 8.36
9 x 9 ft....	\$ 69.39	\$ 76.32	\$ 84.69
9 x 10 ft....	77.10	84.80	94.10
9 x 11 ft....	84.81	93.28	103.51
9 x 12 ft....	89.88	98.76	109.68
9 x 13 ft....	100.23	110.24	122.33
9 x 14 ft....	107.94	118.72	131.74
9 x 15 ft....	115.65	127.20	141.15
9 x 16 ft....	123.36	135.68	150.56
9 x 17 ft....	131.07	144.16	159.97
9 x 18 ft....	138.78	152.64	169.38
9 x 19 ft....	146.49	161.12	178.79
9 x 20 ft....	154.20	169.60	188.20
9 x 21 ft....	161.91	178.08	197.61
9 x 22 ft....	169.62	186.56	207.02
9 x 23 ft....	177.33	195.04	216.43
Each extra foot..	\$ 7.71	\$ 8.48	\$ 9.41

SIZES	Column 1 Solid Color Effect PRICES	Column 2 Tweeds PRICES	Column 3 Patterns PRICES
10 x 10 ft....	\$ 85.67	\$ 94.22	\$104.56
10 x 11 ft....	94.23	103.64	115.01
10 x 12 ft....	102.80	113.07	125.47
10 x 13 ft....	111.36	122.49	135.92
10 x 14 ft....	119.93	131.91	146.38
10 x 15 ft....	128.50	141.33	156.83
10 x 16 ft....	137.07	150.76	167.29
10 x 17 ft....	145.63	160.18	177.74
10 x 18 ft....	154.20	169.60	188.20
10 x 19 ft....	162.77	179.02	198.66
10 x 20 ft....	171.33	188.44	209.11
10 x 21 ft....	179.90	197.87	219.57
10 x 22 ft....	188.47	207.29	230.02
10 x 23 ft....	197.03	216.71	240.48
10 x 24 ft....	205.60	226.13	250.93
Each extra foot..	\$ 8.57	\$ 9.42	\$ 10.46
11 x 11 ft....	\$103.66	\$114.01	\$126.51
11 x 12 ft....	113.08	124.37	138.01
11 x 13 ft....	122.50	134.74	149.51
11 x 14 ft....	131.93	145.10	161.02
11 x 15 ft....	141.35	155.47	172.52
11 x 16 ft....	150.77	165.83	184.02
11 x 17 ft....	160.20	176.20	195.52
11 x 18 ft....	169.62	186.56	207.02
11 x 19 ft....	179.04	196.92	218.52
11 x 20 ft....	188.47	207.29	230.02
11 x 21 ft....	197.89	217.65	241.52
11 x 22 ft....	207.31	228.02	253.02
11 x 23 ft....	216.74	238.38	264.53
11 x 24 ft....	226.16	248.75	276.03
11 x 25 ft....	235.58	259.11	287.53
Each extra foot..	\$ 9.42	\$ 10.36	\$ 11.50
12 x 12 ft....	\$123.36	\$135.68	\$150.56
12 x 13 ft....	133.64	146.99	163.11
12 x 14 ft....	143.92	158.29	175.65
12 x 15 ft....	154.20	169.60	188.20
12 x 16 ft....	164.48	180.91	200.75
12 x 17 ft....	174.76	192.21	213.29
12 x 18 ft....	185.04	203.52	225.84
12 x 19 ft....	195.32	214.83	238.39
12 x 20 ft....	205.60	226.13	250.93
12 x 21 ft....	215.88	237.44	263.48
12 x 22 ft....	226.16	248.75	276.03
12 x 23 ft....	236.44	260.05	288.57
12 x 24 ft....	246.72	271.36	301.12
12 x 25 ft....	257.00	282.67	313.67
Each extra foot..	\$ 10.28	\$ 11.31	\$ 12.55

SIZES	Column 1 Solid Color Effect PRICES	Column 2 Tweeds PRICES	Column 3 Patterns PRICES
13 x 13 ft....	\$144.79	\$159.25	\$176.27
13 x 14 ft....	155.90	171.47	190.27
13 x 15 ft....	167.08	183.76	203.91
13 x 16 ft....	178.18	195.97	217.47
13 x 17 ft....	189.36	208.27	231.11
13 x 18 ft....	200.46	220.48	244.66
13 x 19 ft....	211.56	232.69	258.21
13 x 20 ft....	222.74	244.99	271.85
13 x 21 ft....	233.84	257.20	285.41
13 x 22 ft....	245.02	269.49	299.05
13 x 23 ft....	256.13	281.71	312.60
13 x 24 ft....	267.31	294.00	326.24
Each extra foot..	\$ 11.14	\$ 12.25	\$ 13.59
14 x 14 ft....	\$167.92	\$184.69	\$204.95
14 x 15 ft....	179.87	197.84	219.54
14 x 16 ft....	191.90	211.07	234.21
14 x 17 ft....	203.85	224.21	248.80
14 x 18 ft....	215.88	237.44	263.48
14 x 19 ft....	227.91	250.67	278.16
14 x 20 ft....	239.86	263.81	292.75
14 x 21 ft....	251.89	277.04	307.42
14 x 22 ft....	263.84	290.19	322.01
14 x 23 ft....	275.86	303.41	336.69
14 x 24 ft....	287.81	316.56	351.28
Each extra foot..	\$ 11.99	\$ 13.19	\$ 14.64
15 x 15 ft....	\$192.75	\$212.00	
15 x 16 ft....	205.63	226.16	
15 x 17 ft....	218.42	240.24	
15 x 18 ft....	231.30	254.40	
15 x 19 ft....	244.18	268.56	
15 x 20 ft....	256.97	282.64	
15 x 21 ft....	269.85	296.80	
15 x 22 ft....	282.73	310.96	
15 x 24 ft....	308.40	339.20	
Each extra foot..	\$ 12.85	\$ 14.13	
16 x 16 ft....	\$219.27	\$241.17	\$267.62
16 x 17 ft....	233.00	256.27	284.37
16 x 18 ft....	246.72	271.36	301.12
16 x 19 ft....	260.44	286.45	317.87
16 x 20 ft....	274.17	301.65	334.62
Each extra foot..	\$ 13.71	\$ 15.08	\$ 16.73
18 x 18 ft....	\$277.56	\$305.28	
18 x 20 ft....	308.40	339.20	
18 x 22 ft....	339.24	373.12	
18 x 24 ft....	370.08	407.04	
Each extra foot..	\$ 15.42	\$ 16.96	

★ Orders shipped fastest, most economical way. Customers pay the small shipping charges.

## SEND THE POUNDS OF MATERIALS LISTED HERE

We'll Furnish  
ALL the NEW WOOL  
and Other Choice  
CARPET YARNS  
Without Extra Charge

NO OLD MATERIAL  
TO SEND ON  
ORDERS UNDER \$25

### AMOUNT OF ORDER

\$25 to \$50....	about .5 pounds
\$50 to \$75....	.. 10 "
\$75 to \$100....	.. 15 "
\$100 to \$125....	.. 20 pounds
\$125 to \$150....	.. 25 "
\$150 to \$175....	.. 30 "
\$175 to \$200....	.. 35 "
\$200 to \$225....	.. 40 "
\$225 to \$250....	.. 45 "
\$250 to \$275....	.. 50 pounds
\$275 to \$300....	.. 55 "
\$300 to \$350....	.. 60 "
\$350 to \$400....	.. 65 "
\$400 to \$450....	.. 70 "
\$450 to \$500....	.. 75 "

Over \$500.... " 5 pounds for each additional \$50

### SEND

Send by Parcel Post  
or Hold Material until you  
order again. We'll lend you  
our material without charge.

Send by EXPRESS  
(20 to 45 lbs.)

Send by FREIGHT  
(Rail or Truck)  
(over 45 lbs.)

Include as much WOOLEN MATERIALS as possible.

## HALL & STAIR CARPET

In These WIDTHS, ANY LENGTH

(for Each FOOT in LENGTH)

Column 1 Solid Color Effect PRICES	Column 2 Tweeds PRICES	Column 3 Patterns PRICES
27 inch....	\$1.99	\$2.18
30 inch....	2.21	2.42
36 inch....	2.65	2.91
4 feet....	3.55	3.88

In-Between Widths Take Price  
Of Next Wider Width.



# ABOUT YOUR OLD RUGS, CARPETS, CLOTHING,

Send The Pounds Requested as Shown on Page 29 in whatever kinds of materials you have—any colors—but please include as much Woolen Material as you can. Regardless of what you send . . .

*We **GUARANTEE** to Send You  
the **FINEST, HEAVIEST RUGS** We  
Have Ever Made in All Our 89 Years!*

## Special—You May Send Materials Later . . .

and we'll weave your entire rug order of our prepared Carpet Yarns, *without extra charge*—and your rug order is completed *at once*. This permits you to enjoy your new OLSON rugs right away; allows you to take two years to save your materials; avoids bare floors until your new rugs arrive.

## We Furnish All the NEW WOOL and Rugged New Carpet Yarns

### WITHOUT EXTRA CHARGE.

Pay only the low prices on page 29.



We proudly show the fiber content of ALL OLSON Reversible Rugs, because our superior blend of *new wool* and *choice carpet yarns* produces a rugged, more durable rug, "loom-woven" on both sides . . . famous everywhere for longer wearing quality.

### THE PILE ON BOTH SIDES IS:

65% NEW CARPET WOOL  
15% NEW CARPET NYLON  
10% NEW CARPET ACETATE  
10% OTHER CARPET FIBERS

Other fibers reclaimed from customers' materials are used in the sturdy inner (center) construction.



## PLEASE INCLUDE AS MUCH WOOLEN MATERIAL AS POSSIBLE

- 1 It Does Not Matter Whether You Send ALL Old Carpets, Rugs—or ALL Old Clothing—or Some of Each. Any colors are acceptable.
- 2 Woolen Clothing and Other Woolen Material You May Include: Coats, suits, sweaters, blankets, dresses, overcoats, skirts, etc.
- 3 Only the woolen fibers are used in the rug pile; the best of the cotton and other fibers are used separately to make the strong inner construction.
- 4 A material "Credit" will be sent to you for any surplus materials, which you or your friends may use on future orders.

Only Because We Sell at Factory-to-You Savings can we offer you such heavy, deep, luxurious Reversible Rugs for so little money.

### WE DO NOT BUY OLD MATERIALS

## Order On Either of the Following Plans:

(SATISFACTION GUARANTEED OR MONEY BACK)

1. On a Cash Basis—mail payment in full with your order.
2. On Olson's Easy Payment Plan —  
according to the terms shown in the chart on page 28, or —  
you may send a larger down payment and you may also make larger monthly payments, if you wish, thus reducing the credit charge, or —  
pay the balance within 30 days from date of shipment and there will be no credit charge.

To purchase on Olson's Easy Payment Plan, simply complete the application on the reverse side of your order blank and mail it with your down payment.

## HOW TO SEND MONEY

- Mail your personal check
- Mail express money order
- Mail postal money order
- Mail bank draft
- Don't send currency or stamps

*Important: Please DO NOT put your order or payment in bundles of old materials.*









# OLSON RUGS ARE FULLY GUARANTEED

THE NATION'S LEADING MAGAZINES

Stand Back of the Olson Guarantee

You Do Not Risk One Penny



RIGHT: House & Garden's Seal awarded Olson Rugs for style, quality and value.



## McCALL'S

"McCall's will not knowingly insert advertisements from other than reliable firms."

## "BETTER HOMES AND GARDENS"

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

## "PARENT'S MAGAZINE . . ."

... conscientiously endeavors, through its Consumer Service Bureau, to apply high standards in passing on products to be advertised therein, and to open its pages only to useful products made by responsible manufacturers . . ."

## "SUCCESSFUL FARMING"

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

## FARM JOURNAL

FAIR PLAY: We believe that all the advertisements in this magazine are trustworthy."

## LADIES HOME JOURNAL

"... don't overlook the possibility of reused materials in rugs and carpets. Color is the glamorous touch, and customers can turn in worn rugs, clothing to be reclaimed, and ... obtain reversible broadloom rugs ... in practically any shade."

# USE-TESTED®

by/McCall's

IN McCALL'S TEST ROOMS we test new appliances and furnishings for the qualities and features you will find important when you use them in your own home. That's why, after we have tested a product and like it, we believe you will like it too.

## OLSON Reversible RUGS and CARPETS

*Customers' Merged materials go toward  
fine new rugs or carpets.*

We found the re-used fibers from old materials do not in any way "show" or detract from the new appearance and excellent wearability of these rugs. This economy of blending used materials with new rug wool is a wise one. We liked the wide range of clear bright colors, the excellent choice of sizes and widths.

We gave these rugs the equivalent of many years of rough, tough wear. We exposed them to strong sunlight and to thorough microscopic examination. We subjected them to heavy traffic and regular vacuuming. Our conclusion: really serviceable family rugs that stay good looking.

To turn the rug over and find a new face is particularly appealing and adds to the useful life of the rug.

### FEATURES WE ESPECIALLY LIKE:

**TWO-IN-ONE CONSTRUCTION** — completely reversible, when one side is worn just turn the rug over.

**LONG WEARING** — a truly serviceable, family-type rug.

**ECONOMICAL** — discarded materials pay off.

**EXCELLENT COLORFASTNESS** — completely resistant to sun-fading.

**WOVEN IN 15 WIDTHS** — no wasted yardage.

**WIDE RANGE OF COLORS AND STYLES** — choose from solids, tweeds, patterns.

*"we used it and we like it!"*



# OLSON RUGS ARE FULLY GUARANTEED

THE NATION'S LEADING MAGAZINES

Stand Back of the Olson Guarantee

You Do Not Risk One Penny



RIGHT: House & Garden's Seal awarded Olson Rugs for style, quality and value.



## McCALL'S

"McCall's will not knowingly accept advertisements from other reliable firms."

## "BETTER HOMES AND GARDENS"

... guarantees money back or full refund if you buy any article of merchandise that is not advertised therein."

## "PARENT'S MAGAZINE"

... conscientiously endeavors, through its Consumer Service Bureau, to set high standards in passing on to its readers what is to be advertised therein, and its pages only to useful products by responsible manufacturers.

## "SUCCESSFUL FARMING"

... guarantees money back or full refund if you buy any article of merchandise that is not advertised therein."

## FARM JOURNAL

FAIR PLAY: We believe that advertisements in this magazine are trustworthy."

## LADIES HOME JOURNAL

"... don't overlook the possibility of reusing materials in rugs and carpets. Color is the glamorous touch, and customers can turn in worn rugs, clothing to be reclaimed, and ... obtain reversible broadloom rugs ... in practically any shade."

# USE-TESTED®

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*"we used it and we like it!"*